

Specialized Retailer

CASE STUDY

Following exceptional sales in 2023-2024 due to the eclipse, the client aimed to build on that momentum. Their primary goals were to increase sales of higher-ticket items and avoid a year-over-year revenue dip. However, the absence of a major celestial event in 2024-2025 posed a challenge in sustaining this growth.

STRATEGY

The campaign aimed to leverage effective advertising strategies to maintain and grow revenue, particularly focusing on high-value products in a competitive market.

A multi-channel advertising approach was developed, incorporating Dynamic Inventory Ads, and both Google and Meta Ads. This strategy aimed to capitalize on the existing customer base while reaching new audiences interested in celestial products. By showcasing higher-ticket items through effective ad placements, the campaign sought to sustain sales momentum despite the lack of a significant celestial event.

Key Solutions

Dynamic Inventory Ads:

- Automatically updated ads featuring the client's latest inventory.
- Personalized product recommendations for potential customers.

Google Shopping Ads:

- Enhanced visibility of high-ticket items.
- Directly targeted potential customers searching for relevant products.

Meta Catalogue Ads:

- Tailored advertisements showcasing the client's product catalogue.
- Optimized reach and engagement with relevant audiences.



RESULTS

By implementing a strategic combination of Google Shopping Ads and Meta Catalogue Ads, Postmedia helped the client successfully navigate the challenges of a non-event year, achieving a 4.5% increase in year-over-year revenue. This approach not only maintained their sales momentum but also positioned them for continued growth in the competitive celestial retail market.

These results were based on the 7-day click or 1-day view attribution model in meta, highlighting the effectiveness of the advertising strategies employed.

\$245K

ATTRIBUTABLE REVENUE
Google Ads

41.98

GOOGLE ADS ROAS
*Benchmark 4:1

\$5.8K

MEDIA SPEND
Google Ads

95.62

Meta ROAS
*Benchmark 4:1

\$172K

ATTRIBUTABLE
REVENUE
Meta

\$6.74

META CPA
*Benchmark \$10